

OFFICE OF THE
BOARD OF SUPERVISORS
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Yuma, Arizona 85364

ROBERT L. PICKELS, JR.
COUNTY ADMINISTRATOR



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MEMORANDUM

To: Department Heads
Cc: Elected Officials
From: Robert L. Pickels, Jr.
County Administrator
Re: Social Media Policy
Date: June 15, 2010

I. PURPOSE

This regulation is to give direction to Yuma County employees that use County-provided electronic/computer resources to access social media websites and engage in social networking. Elected officials utilizing independent social media networking are expressly excluded from this regulation.

II. RESPONSIBILITY

- A. It is the responsibility of the County Administrator's Office to act as the County's official spokesperson and maintain the County's official web presence via social media/networking and the internet.
- B. It is the responsibility of the Information Technology Services (ITS) Department to administer security and monitoring measures that support this policy.
- C. It is the responsibility of all County Departments and employees who want to engage in social media/networking in an official capacity for their department or division to coordinate this activity with the Communications Division of the County Administrator's Office.
- D. The responsibility for assuring complete compliance with the provisions of this policy rests with the department Director, supervisors and the individual employee involved. It is the responsibility of social media users and those engaged in social networking to stay informed regarding County policies related to this activity.

III. DEFINITIONS

Social Media-As used in this regulation, social media means includes, but is not limited to social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums.

IV. PROCEDURES

Use of social media sites.

1. Blogging or use of such social media sites as Facebook, MySpace or Twitter when doing so as the official spokesperson for a department must be authorized by the employee's department's Director and coordinated with the Communications Division of the County Administrator's Office. The County Administrator's Office will serve as the official spokesperson for the County in the area of social media/networking.

Any use of County equipment or resources in violation of this policy may result in disciplinary action as provided in the Yuma County Personnel Rules.